



UNITED STATES MARINE CORPS

COMMANDER, MARINE FORCES RESERVE
4400 DAUPHINE STREET
NEW ORLEANS, LOUISIANA 70146-5400

ForO P5726.1B

PAO

1 Jun 02

FORCE ORDER P5726.1B

From: Commander

To: Distribution List

Subj: MARINE FORCES RESERVE (MARFORRES) POLICY FOR THE CONDUCT
OF THE ANNUAL MARINE CORPS RESERVE TOYS FOR TOTS PROGRAM
(SHORT TITLE: T4T ORDER)

Ref: (a) MCO 5726.14E (U.S. Marine Corps Toys for Tots Program)
(b) Marine Toys for Tots Foundation Standing Operating
Procedure (SOP) for local Toys for Tots Programs
(current edition)
(c) MARFORRES-MTFTF Memorandum of Understanding
(d) DoDDir 5500.7-R (Joint Ethics Regulation)
(e) MCO 4001.2A (Gifts)
(f) SECNAVINST 5720.44A (Public Affairs Policy and
Regulations)

Encl: (1) Locator Sheet

1. Purpose. This Manual provides revised MARFORRES policy for the conduct of the annual Marine Corps Reserve Toys for Tots Program.

2. Cancellation. ForO P5726.1A.

3. Background. The U.S. Marine Corps Reserve created "Toys for Tots" as a nationwide community service program dedicated to bringing holiday joy to economically disadvantaged children during the traditional Christmas holiday season in communities in which Marine Corps Reserve Centers are located. Toys for Tots began in 1947, in Los Angeles, and was expanded nationwide in 1948 and has continued to grow each year thereafter, now conducting campaigns in over 300 communities nationwide. In 1991, the Marine Toys for Tots Foundation (the Foundation) was created to manage the national campaign, solicit contributions and deal with donated funds.

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4. Summary of Revision. The most significant changes concern units which may be mobilized during a Toys for Tots campaign. Units are directed to consider the use of civilian volunteers to assist the Toys for Tots effort, with an emphasis on conducting a year-round campaign. Further, the due date for after action reports has been changed to 15 January.
5. Recommendation. Recommendations concerning the contents of this Manual are invited. Such recommendations will be forwarded to COMMARFORRES (PAO) via the chain of command.
6. Reserve Applicability. This Order is applicable to the Marine Corps Reserve.
7. Certification. Reviewed and approved this date.

/s/

D. M. MCCARTHY

DISTRIBUTION: B

LOCATOR SHEET

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Location:

(Indicate the location of the copy(ies) of this

Manual.)

Enclosure (1)

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RECORD OF CHANGES

Log completed change action as indicated.

Change Number	Date of Change	Date Entered	Signature of Person Incorporated Change

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INTRODUCTION

0001. INTRODUCTION. The U.S. Marine Corps Reserve Toys for Tots Program (the Program) is an official activity of the U.S. Marine Corps and an official mission of the U.S. Marine Corps Reserve. The Commandant of the Marine Corps, in reference (a), has delegated management authority and responsibility for the Program to the Commander, Marine Forces Reserve (COMMARFORRES).

1. The Force Public Affairs Officer (PAO) is the designated advisor to COMMARFORRES with regard to the conduct of the annual Program. The PAO is responsible for the administration and operation of the annual program on behalf of COMMARFORRES.
2. COMMARFORRES has delegated to the President, Marine Toys for Tots Foundation, approval authority and management responsibility for Toys for Tots campaigns in communities without a Marine Reserve Center. Such campaigns must be conducted in accordance with the provisions of this order and the Foundation's SOP (reference (b)).
3. The Foundation is recognized by the U.S. Marine Corps as the sole fund raising and support organization for the Program. The Foundation provides support in accordance with reference (c). All donations made to Toys for Tots by individuals, groups, organizations or business, and all funds raised using the Toys for Tots name and logo must be forwarded to the Foundation which manages all such donations and funds.
4. The Foundation maintains and distributes to each Toys for Tots Coordinator an SOP (reference (b)) which contains general procedures, guidance, information, sample forms and other useful information designed to help Toys for Tots Coordinators conduct more effective local campaigns.
5. Local community organizations which seek to support Toys for Tots can make substantial contributions to the overall program. Reserve units may use the support of such organizations.
6. Local community organizations supporting Toys for Tots are required to operate in accordance with this Manual and the Foundation's SOP.
7. This Manual is designed for use on a daily basis and details requirements and procedures to be followed by MARFORRES commands in the conduct of this important program. All administrative and

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operational matters in support of the program will be accomplished per the procedures set forth in this Manual.

8. Commanding officers will ensure that all military personnel participating in the annual Toys for Tots program are familiar with the contents of this Manual.

9. Violations of this Manual can result in unfavorable media attention concerning this important community outreach effort. All allegations regarding violation of this directive will be immediately reported to COMMARFORRES (PAO).

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CHAPTER 1

PROGRAM DESCRIPTION AND ORGANIZATION

1000. PROGRAM DESCRIPTION. The U.S. Marine Corps Reserve Toys for Tots Program is an official activity of the U.S. Marine Corps and an official mission of the U.S. Marine Corps Reserve. As stated in reference (a), the Commandant of the Marine Corps has delegated management authority and responsibility for this program to COMMARFORRES. The program consists of five elements:

1. The efforts of Marine Corps Reserve units in organizing, coordinating, and managing annual Christmas toy collection and distribution campaigns in the communities where their Reserve Training Centers are located.
2. The volunteer efforts of selected local community organizations which either support local Reserve unit programs or are authorized by the Marine Toys for Tots Foundation (the Foundation) to conduct Toys for Tots campaigns in communities without a Marine Reserve Center.
3. The support of voluntary campaigns by the Foundation.
4. The voluntary support provided to Marine Reserve units by local citizens and local businesses.
5. The support and sponsorship provided to the Foundation by national level corporations, organizations and individuals.

1001. PROGRAM ORGANIZATION. COMMARFORRES establishes the criteria for the participation of a Marine Corps League Detachment or local community organization outside the Marine Corps in annual Toys for Tots campaigns. COMMARFORRES has delegated management authority and responsibility to the Foundation for the approval and oversight of local community organizations conducting annual Toys for Tots campaigns in communities without a Marine Reserve Center. Local campaign participants are classified into one of three categories:

1. Category A: A Reserve Unit (including drilling SMCR Marines regardless of whether or not in an official duty status).
2. Category B: A local community organization that supports a local Reserve unit campaign by working in conjunction with the

local Reserve unit. A local Reserve unit commander can authorize a Category B organization to assist his/her local program. Such organizations are not required to submit an authorization request to the Foundation.

3. Category C: A local community organization located some distance from a Marine Reserve Unit making it appropriate for that organization to conduct a local Toys for Tots campaign vice working in direct support of a Reserve Unit. Approval authority and management responsibility for Category C participants is delegated to the Foundation. An organization in this category must submit a request to conduct a local campaign to the Foundation, using the forms in reference (b). Application procedures for approval to conduct a local Toys for Tots campaign are contained in reference (b). For information contact the Foundation's Director of Operations at (703) 640-9433.

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CHAPTER 2

PROGRAM GUIDANCE

2000. PROGRAM GUIDANCE

1. Objective. The objective of the U.S. Marine Corps Reserve Toys for Tots Program is to collect and distribute new toys to needy children during the Christmas holiday season each year.
2. Mission. The mission of local U.S. Marine Corps Reserve Toys for Tots campaigns is to collect new, unwrapped toys and distribute those toys to needy children in the community in which the campaign is conducted.
3. Toys for Tots Name and Logo. Control of the Toys for Tots name and logo, registered with the U.S. Patents and Trademark Office, has been delegated to Foundation by COMMARFORRES. No individual, group, or organization beyond the U.S. Marine Corps Reserve, the Foundation and organizations approved to conduct local campaigns are authorized to use the name and logo in conjunction with a toy collection and distribution campaign or for any other purpose. Evidence of inappropriate/illegal use of either the name or logo should be reported to COMMARFORRES (PAO) for subsequent forwarding to Headquarters Marine Corps and the Foundation.
4. Authorized activities:
 - a. Individual Marine Corps Reserve units are responsible to COMMARFORRES for the implementation of the program in their local communities and are authorized to promote the donation of toys. Reserve unit commanders may authorize participation by members of the unit in all Toys for Tots activities to the extent considered appropriate in accordance with references (a) and (d). Participation of unit personnel and use of government warehouses, vehicles and equipment in support of Toys for Tots is authorized.
 - b. Reference (a) authorizes pay and allowance for SMCR and IRR Marines. Local units can use Inactive Duty Training Periods in support of the Toys for Tots Program. Further, the use of Marines in PWST billets authorized and encouraged, as community outreach is one of the functions these Marines perform.
 - c. Reserve units are authorized to use/accept the volunteer assistance, support and participation of local volunteer community organizations, and individuals.

- d. Reserve units may arrange with local businesses for support such as permission to locate collection boxes on the premise of businesses and for publicity for the campaign. Other support may be accepted per reference (e).

e. Local volunteer community organizations are the appropriate means of arranging other support such as warehouses for storage, non-military vehicles for picking up and transporting toys, etc.

5. Unauthorized activities:

a. Marines or Reserve units are not authorized to solicit or maintain monetary donations.

b. Marines or Reserve units are not authorized to solicit support services.

c. Marines or Reserve units are not authorized to endorse a product or company.

d. Marines or Reserve units are not authorized to enter into contracts, memoranda of understanding, or other written agreements with community organizations or businesses concerning any aspect of participation or support of Toys for Tots campaigns.

e. Marines or Reserve units are not authorized to conduct or sponsor fundraising activities of any kind. It is permissible to provide support to such events within the rules contained in references (d) and (f).

f. Marines or Reserve units are not authorized to seek toy donations or other support outside their specific community or area of responsibility.

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CHAPTER 3

PROGRAM EXECUTION

3000. PROGRAM EXECUTION

1. Each Reserve Unit is authorized to conduct an annual Toys for Tots Campaign in the community in which the Reserve Center is located. Likewise, local community organizations authorized by the Foundation to conduct local campaigns are permitted to conduct annual campaigns in their communities.

2. Planning and preparation typically take place throughout the year.

a. The execution phase takes place from approximately October 1st and concludes on or about December 22nd.

b. Upon completion of the campaign, an after action report is submitted by 15 January.

c. In order to help maintain community awareness throughout the year, units should consider conducting Toys for Tots-related events throughout the year (for example, once per quarter). Some possible events might include golf tournaments, fishing rodeos, or even promotions at local sports events.

3. Reserve units and approved local community organizations typically accomplish the following:

a. Exercise overall cognizance of the local program.

b. Develop an annual plan of action for the conduct of the local program.

c. Use support offered by Marine Corps League Detachments, volunteer local community organizations, businesses, and individuals who wish to assist the program.

d. Arrange with local media to publicize the campaign.

e. Make public appearances and speeches in support of the program.

f. Collect toys from drop off points and stage at a central point.

g. Sort toys by age and gender.

h. Distribute toys to selected local social welfare agencies, churches, hospitals, etc., for distribution to the economically disadvantaged children of their community. Due to time, manpower and other considerations, Marine units are not encouraged to distribute toys directly to families and children. Toys for Tots Coordinators should supervise the distribution of toys to these agencies to ensure that toys are distributed to deserving children of the community.

i. Take all feasible actions to see that inappropriate or unsafe toys are not distributed.

4. Local community organizations authorized to conduct local Toys for Tots campaigns must conduct such campaigns in accordance with the provisions of this Manual and the references cited herein.

5. The Foundation accomplishes the following:

a. Provides toys to supplement local unit collections.

b. Promotes national media exposure of the program.

c. Conducts public information and education projects designed to motivate the general public to action in support of Toys for Tots.

d. Provides administrative, advisory, financial and logistical support to Reserve units and approved local community organizations.

e. Provides promotional and support materials to each Reserve unit and approved local community organization each year. (A Request for Promotional Materials Form is at Appendix A.)

f. Manages all donations made to the Foundation through Reserve units and approved local community organizations.

g. Manages all funds raised using the Toys for Tots name and logo.

h. Handles state charitable registration filings.

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i. Serves as the tax exemption agent for the program. (All donations managed by the Foundation are tax deductible. Donors of \$250.00 or more receive a tax deductible letter from the Foundation).

j. Obtains and coordinates activities and involvement of national and regional sponsors.

k. Conducts national and regional fund raising projects.

1. Takes action against persons who or organizations which use the Tots for Tots name and or logo without authority.

3001. MOBILIZATION ISSUES.

1. In the event a reserve unit is mobilized during the campaign, or it is anticipated that a unit will be mobilized, the Toys for Tots mission must not be neglected. As an official mission of the Marine Corps Reserve, every effort must be made to ensure a successful campaign is conducted, even in the event of mobilization and departure from home town center (HTC). Some tools to ensure a successful campaign include:

a. Inspector-Instructor Staff (I-I). Should the I-I staff remain at HTC in event of mobilization, the staff will conduct a campaign as usual, albeit at a reduced level of manpower. Look to PWSTs and civilian volunteers to augment personnel requirements (see below).

b. Peacetime-Wartime Support Teams (PWST). PWSTs will become familiar with the operation of a Toys for Tots campaign. One of the functions of PWST is Community Outreach. By definition, Toys for Tots falls into this category. In the event of mobilization, PWSTs can expect to be heavily involved in the operation of the campaign. PWSTs will also make liaison/establish relationships with local civic groups as these are possible sources of volunteer help in the campaign (see below).

c. Local Volunteers. In order to assist unit personnel in the campaign, commanders and Inspector-Instructors should consider soliciting outside support of volunteers from the local community. A "core" of local volunteers will significantly increase your campaign's reach and impact while providing a source of continuity and "corporate knowledge" from year to year. Some possible sources for volunteers include:

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(1) Veteran's groups (Marine Corps Leagues, American Legion, etc.)

(2) Civic groups (Kiwanis Clubs, Rotary Clubs, etc.)

(3) Religious organizations (churches, synagogues, etc.)

(4) High school programs (Key Club, National Honor Society, etc.)

(5) Local youth programs (Boy Scouts, Girls Scouts, etc.)

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CHAPTER 4

HANDLING DONATIONS AND FUNDS

4000. HANDLING DONATIONS AND FUNDS

1. All donations (unsolicited and otherwise) made to Toys for Tots by individuals, groups, organizations or businesses, and all funds raised using the Toys for Tots name and logo may be accepted by Marines or approved local community organizations on behalf of the Marine Toys for Tots Foundation. Such donations must be forwarded to the Foundation as soon as possible.
2. Any Toys for Tots fund raising activities conducted by local volunteer civilian committees, groups or organizations must be in accordance with reference (b) or coordinated with and approved by the Foundation.
3. The Foundation earmarks all donations forwarded by a Reserve unit or approved local community organization specifically for

the benefit of the locality of the forwarding Reserve unit or local community organization.

4. Donors will be able to take a tax deduction for all donations managed by the Foundation. The Foundation is a 501(c)(3), tax exempt, not for profit public organization.

5. All activities of Reserve Units related to the Toys for Tots Program and their association with Marine Corps League Detachments, volunteer local community organizations, businesses, and individuals must be in accordance with reference (d).

6. Since there are liability issues associated with accepting assistance from non military personnel and groups, civilian volunteers should sign a hold harmless agreement (Appendix A of reference (b)).

7. Local community organizations, businesses, and individuals that provide volunteer assistance, support or participation must agree to assist the program in a manner that exemplifies the spirit that is the hallmark of the Toys for Tots program. In the event an organization or segment thereof does not conduct itself in an acceptable manner, Toys for Tots Coordinators will terminate further involvement of these individuals or

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organizations with the program. In extreme cases, units may be required to terminate the campaign. Due to the potential for negative publicity, such actions must be coordinated with and approved by COMMARFORRES (PAO) prior to taking action.

8. Reserve units and approved local community organizations are cautioned to avoid associating the program with events, activities, or organizations that could bring discredit upon the U.S. Marine Corps.

4001. DISPOSITION OF UNUSABLE/INAPPROPRIATE ITEMS. Although Reserve units are authorized to accept only new, unwrapped toys, a few donors deposit in toy collection boxes other items such as used toys, used clothing, food, etc.

1. Due to sanitary, safety, environmental and legal concerns, such items are not to be distributed as part of the Toys for Tots program.

2. These type items will be donated to appropriate organizations such as Goodwill, Salvation Army, and other reputable organizations.

3. Under no circumstances will unusable/inappropriate items be disposed of at flea markets, garage sales, or other such means.

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CHAPTER 5

PUBLICITY

5000. PUBLICITY. Publicity at the local level will be coordinated by the I-I/Marine unit commander. I-I/Marine units may be involved in the following publicity efforts:

1. Requesting and accepting support of local celebrities for the unit Toys for Tots campaign. Such support may include serving as an honorary spokesperson for the local campaign or participating in local public service announcements.
2. Releasing information about the campaign and upcoming activities to local newspaper, television and radio outlets.
3. Conducting interviews with local media.
4. Distributing posters, pamphlets and other promotional materials.
5. Speaking and making public appearances at meetings of local community businesses and organizations.

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CHAPTER 6

REPORTS

6000. REPORTS

1. A prompt comprehensive after action report is necessary to ensure the U.S. Marine Corps Reserve Toys for Tots Program remains vibrant and is conducted in accordance with all applicable regulations.
2. All Reserve units must submit a completed after action report via the Reserve Network Toys for Tots database no later than 15 January each year.
3. Negative responses are required for any after action report items not applicable to selected units or organizations.
4. Reserve units that did not conduct a Toys for Tots campaign must submit a negative report explaining that they did not conduct a campaign or worked in conjunction with another Reserve unit which is submitting an after action report that includes the activities of both units.
5. All local community organizations authorized to conduct local Toys for Tots campaigns in communities without a Reserve unit must submit a completed after action report to arrive at the Foundation no later than 15 January of each year. The after action report format is found in Appendix B.
6. Marine Corps League Detachments and local community organizations that work in direct support of a local Reserve unit are not required to submit an after action report. However, such detachments and organizations should make input as appropriate to the local Reserve unit they support.

Site:
 Toys For Tots Coordinator:
 Phone:

	<u>Support Item</u>	<u>Pkg Size</u>	<u>Pkg Limit</u>	<u>Quantity of Pkgs</u>
A.	Large Posters (22 x 28)	100	20	
B.	Small Posters (11 x 14)	100	15	
C.	Mini Posters (5 x 7)	100	15	
D.	Bumper Stickers	100	10	
E.	Certificates of Appreciation	100	5	
F.	Commanders Award	100	5	
G.	Tri-Fold Brochure	100	10	
H.	Plastic Banners	1	6	
I.	Post Cards	100	10	
J.	Toys for Tots Letterhead Stationary	100	10	
K.	Camera Ready Logo Sheets	5	15	
L.	Pencils	100	10	
M.	"I Support Toys for Tots" Stickers	1,000	5	
N.	Lapel Pins w/ logo	50	2	
O.	Video Public Service Announcements	1	3	
P.	Round Decals	100	10	
Q.	Business Cards	250	4	
R.	"I Donated to" pins	100	5	
S.	Stadium Cups	100	2	
T.	Refrigerator Magnets	100	10	

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U.	Car Magnets	1	4	
V.	Car Flags	1	4	
W.	6" Rulers	100	2	
X.	Plastic Bags w/ logo	100	3	

Make the following changes to my business card:

Suggestions for future items in the package:

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APPENDIX B

AFTER ACTION REPORT

For Campaign Conducted During October - December _____ Year

Section I: Site Information

Reserve Site/Local Community Organization:

Address:

City: _____ State: _____ Zip: _____

Coordinator: _____ Phone/Fax: _____

Asst Coord: _____ Phone/Fax: _____

Population of area covered by your program: _____

Describe geographic area (sq miles, # of counties, etc.):

Section II: Contributions

Toy Contributions

Total number of toys collected by your program: _____

Total number of toys purchased with funds held by the
Foundation: _____

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Total number of toys received from the Foundation: _____

Total number of toys: _____

Total number of children receiving toys: _____

Section II: Contributions (cont'd)

Average number of toys given to each child: _____

Principal means of toy collection:

Principal means of toy distribution:

Identify the top 5 major toy donors:

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Monetary Contributions

Total amount of monetary donations collected:

Total amount of monetary donations forwarded to the TFT
Foundation: _____

Donations collected and not forwarded to the TFT Foundation:

Provide reasons all donations were not forwarded to the
Foundation:

5. Total amount of funds expended for toy purchases

\$ _____

6. Total amount of funds expended for other than toy purchases

\$ _____

7. Percentage of funds expended for other than toy purchases: _____
%

Section III: Community Support

1. Was your unit supported by a local Toys for Tots Coordinating Committee, or other organization? Yes or No

If yes: Committee/Organization name:

Committee/Organization Chairperson:

List any local celebrity chairperson(s) that supported your campaign:

Chair: _____ Occupation:

List any local businesses that supported your campaign:

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List any local charitable organization that received toys from your campaign:

Section IV: Media Support

Television

Total number of TV stations supporting Toys for Tots:

Total number of TV events held: _____

List the TV stations supporting, and their network affiliation (ABC, NBC, CBS, Fox):

Radio

Total number of radio stations supporting Toys for Tots: _____

Section IV: Media Support (continued)

Total number of radio events held: _____

List the radio stations supporting, and their network affiliation (ABC, NBC, CBS, Fox):

Newspaper

Total number of newspapers supporting Toys for Tots:

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Total number of newspaper events held:

List the newspapers supporting:

Magazine

Total number of magazines supporting Toys for Tots:

Total number of magazine events held:

List the magazines supporting:

Section V: Comments

1. List significant promotions or events that were effective:

2. List any significant problems incurred during the campaign, and any comments or suggestions regarding future efforts:

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